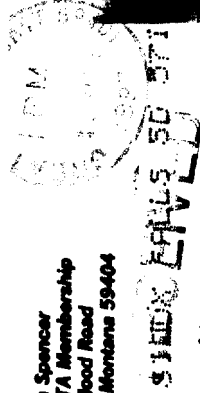


Leigh Spencer
Montana PTA Membership
341 Flood Road
Great Falls, Montana 59404



MAR 18 1997

FCC MAIL ROOM



Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554

35 Docket No. 97-55, FCC 97-34

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DOCKET FILE COPY ORIGINAL

Dear Mr. Hundt,
I oppose the industry rating system. Please develop a rating system that includes program content descriptors.

When our oldest child began kindergarten, we turned off our television. It is a no exception family policy (she's now in 5th grade and our son is in 3rd). We didn't know how to make an exception! A rating system that included program content descriptors (violence, sexual depiction/indulgence, and language) would let our family enjoy the good programs we know must be out there!

Dr. and Mrs. Gerald D. Spencer

March 10, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



6 East lane
Manhasset Hills NY 11040

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March 15, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Snowden PTA in Memphis Tennessee to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decision about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, bylaw, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Betty Turner
741st Center Drive
Memphis, TN 38112

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5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

DOCKET FILE COPY ORIGINAL

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

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- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Sharon Buckner
4349 Sprucebough Drive

Marietta Georgia 30062

770-992-8018

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March 14, 1997

Chairman Reed Hundt and FCC Commissioners
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Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

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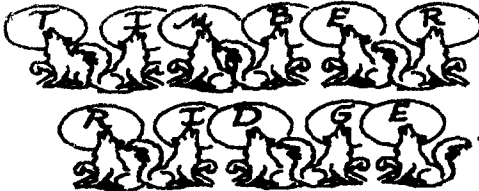
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kerry Neely

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March 14, 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

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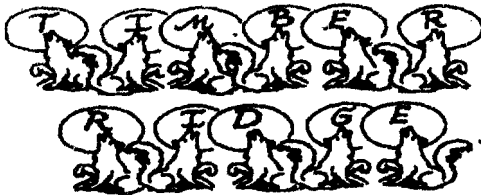
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Ken & Cindy Shick

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March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

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- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Mitchell and Debra Block

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March 14, 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

RE: CS Docket Number 97-55, FCC 97-34

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- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Sam E. Wood

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1622 Pintail Point
Marietta, Ga. 30068-1663

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street, N.W., Room 222
Washington, D.C. 20554

RE: CS DOCKET NUMBER 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

*I am writing to voice **my opposition to the v-chip rating system** as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.*

*The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore **request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group.** Instead, **I request the following:***

*The FCC should **adopt a rating system that includes content information** about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);*

*The FCC require a **V-chip band broad enough to allow parents to receive more than one rating system;***

*The **rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;***

*The **rating board be independent of the industry and the FCC and that it include parents; and***

*Any **rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.***

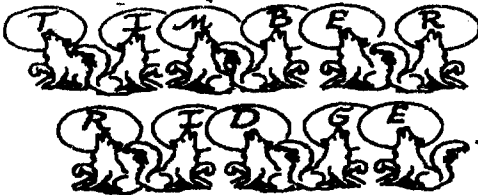
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Elizabeth R. Lessans
Elizabeth R. Lessans

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PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

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RE: CS Docket Number 97-55, FCC 97-34

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The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
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- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Karinne and Michael Fish
1834 Jacksons Creek Bluff
Marietta, Ga. 30068
(770) 552-7011A

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RR 7 Box 7386
Moscow, PA 18444
March 14, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing in regard to the new television rating system that recently went into effect. This rating symbol does NOT provide sufficient information as to the program content for parents to make a sound decision on what show might be appropriate for their child to watch. I certainly do NOT want the TV industry to interpret what is best for my child. I would like to see a rating system that provides program content descriptions on the screen and publicized in periodicals that carry TV scheduling.

I do not believe that the FCC has met statutory requirements of the Telecommunications Act of 1996. I request the following:

1. That under no circumstances should the FCC approve the industry's rating system.
2. That the FCC should accept no rating system that does not include content information about programs such as V for violence, S for nudity and sexual depiction and L for language.
3. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system
4. That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program
5. That the rating board be independent of the industry and the FCC and that it include parents
6. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for your time.

Sincerely,

Karen Lucarelli

Karen Lucarelli
Moscow, PA 18444

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*Mrs. Valerie A. Federico
6250 Carolyn Drive
Mentor, Ohio 44060*

March 14, 1997

DOCKET FILE COPY ORIGINAL

Mr. Reed Hundt
FCC Commissioners
Office of the Secretary
Federal Communication Commission
1919 N. St. N.W. Room 222
Washington, D.C. 20554

Dear Mr. Hundt and Commission Members,

Re: CS Docket # 97-55, FCC 97-34

The National PTA just celebrated 100 years of advocacy for children. Being the largest and oldest advocacy organization for children and their health, welfare, safety, and education, we continue to strive for society to make our young a priority in this nation.

With the evolution in technology and ever changing world as we leave the industrial age to enter the information age, no better leader in that field is the Federal Communication Commission. The technology is here today to apply a better rating system to television programming so that the ever challenged, busy, unaware, parent, grandparent, or guardian, or foster parent can adjust the programs they want their children to watch according to their own family values by reviewing the TV ratings both on TV and in printed material by newspapers. The current voluntary ratings by the TV production companies is a step in the right direction.

Does it go far enough? No.

We know now that the violence on television has affected children's behavior at home and in the classroom.

As the cable industry expands and over 60 channels are now available in my community, and before the V-Chip is programmed with the ratings and put into television sets that will not change the technology for years to come, the FCC needs to require that the TV industry set better defined codes for TV programs. Add the L-Language; N-Nudity; S-Sexual; V-Violence content to better clarify what is included for clearer understanding for parents to know what to pick and choose for their children to watch.

The National PTA with Cablevision is committed to helping parents be better skilled with TV viewing with their children by providing "Critical TV Viewing Skills Workshops" around the country which has been very effective. However, a partnership is needed from the FCC to help PTA and parents by requiring the

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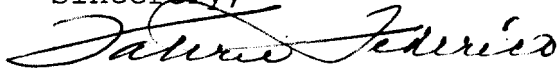
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available technology to set better ratings.

2

In Ohio, we have 160,000 PTA members representing all parts of Ohio, urban, suburban, and urban settings and from all socioeconomic backgrounds. But, the word from all members is to require a better set of TV ratings. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "Valerie Federico".

Valerie Federico, Coordinator of Legislative Services
Ohio PTA
Parent of 4 daughters, and 3 grandchildren
6250 Carolyn Dr.
Mentor, Oh 44060-3708
216-257-7628

Susan S. Hein
18 Shoddy Mill Road
Bolton, CT 06043-7818
(860) 649-4263

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March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

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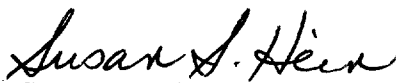
RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for **their children**. The proposed age-based rating system makes the decision for the parents and does not allow parents the ability to judge what is acceptable by content. The proposed system combines violence, sex, and language issues in a single judgment and does not indicate why a show was rated a particular way.

In addition, the current symbol appears on the TV screen for a short period of time. It is very easy to miss it. It needs to be displayed frequently and especially before any questionable segment of the show. Many shows have lead-in scenes which may appear "safe" or "innocent" and then segue into objectionable material. Also, the promos for various shows also need to be monitored. Certain mature audience shows have promotional spots during family hours that are very questionable. These promos also need to be screened.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Susan S. Hein
Bolton, CT

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March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

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- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

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Sincerely,

David + Kim Jaison

SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

DOCKET FILE COPY ORIGINAL

I am (we are) writing on behalf of the National PTA and the Brecksville-Broadview ^{Local} (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Deborah A. Kadish

Your Name
Town, State

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March 13, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, DC 20554

RE: CS Docket #97-55, FCC 97-34

Dear Chairmen Hundt and Commissioners:

I am writing on behalf of the National PTA and the Leggett Elementary School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV rating implementation Group, on 1-17-97. The rating symbol on the TV screen does not provide sufficient content information so that we parents can make the correct decisions about what is appropriate TV programming for our children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodical that carry TV scheduling is useless!!!!

I am also concerned with the TV commercials being shown during all hours of the day promoting upcoming movies with the rating and warning "THIS MAY NOT BE SUITABLE FOR CHILDREN" AT THE END OF THE COMMERCIAL!!!!!!!!!!!!!!!!!!!!!! By the time I can get up and change the station; my child has seen and heard disturbing things on the screen. It is getting to the point that I will not be turning the television on any more.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- *That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language)
- *That the FCC require a V-chip band broad enough that would allow parents to review more than one rating system;
- *That the rating icon on the TV screen be made more prominently placed and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Mrs. J M Baldwin

Mrs. Jocelyn M. Baldwin
1154 Alhi Street
Waterford, MI 48328

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March 15, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

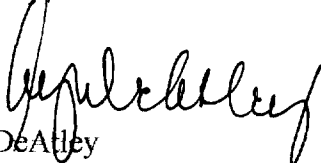
I am writing on behalf of the National PTA and the Paularino Elementary School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Dale DeAtley
Costa Mesa, CA

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

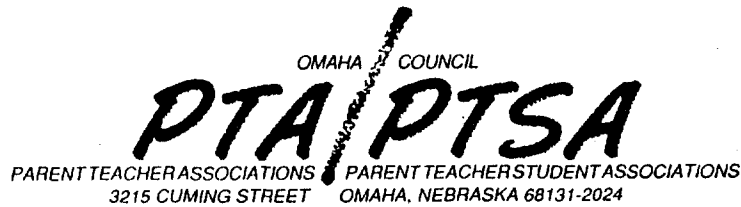
That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Harin & Mark Filippi

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March 12, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners,

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Omaha Council PTA/PTSA, in Omaha, Nebraska to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V - for violence, S - for sexual depiction and nudity, and L - language;
- That the FCC require on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a

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program;

- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Jo Fankhauser, Council President , '95-'97
of the Omaha Council PTA/PTSA and the following Board of Director Members:

- Anita Goecke
- Connie Pohlman
- Angie Kilby
- Tim Barry
- Mary E. Salcedo
- Renee L. Smith
- Gary Noerrlinger
- Susan Prazan
- Cherri Setlak
- Jessie R. Brown
- Sandra Mehojah
- Bill Fankhauser
- Melvin Mobley
- Barb Stanton
- Melissa Davis
- Becky Schnabel
- Judith Cross
- Cece Houston
- Robina Hutfless
- Pamela Brown
- Karen Hayes
- Inez Hileman
- Sue McNutt
- Letty Lara
- Rosemary Ware

cc: National PTA Joan Dystra, President

10 John Street
Cohoes, NY 12047-5031
March 14, 1997

Chairman Reed Hundt and FCC Commissioners
% Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Boght Hills Elementary School PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the television Rating Implementation Group, on January 17, 1997. The rating symbol on the television screen does not provide sufficient content information so that parents can make decisions about what is appropriate television programming for their children.

In the fall of 1996, the National PTA conducted a comprehensive, national survey of PTA members to find out what parents want and need in a television rating system. Almost 700 parents from every state in the country completed a survey. The surveys were released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center / Roper. The surveys found that **"...62% of parents voted for a system that sheds light on program content... ...80% of parents want separate ratings for sex, violence, and language content—not a single summary rating for programs..."** and **"...73% of Americans support a TV rating system based on program content, versus 15% that support a system like the movie system which is based on age..."**

Parents do not want the television industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry television scheduling is useless. Premium cable channels like HBO and Showtime already use a descriptive content system as discussed in the aforementioned paragraph..

The FCC, by law, is required to determine weather the industry's rating system has met statutory requirements of the Telecommunications Act of 1996.

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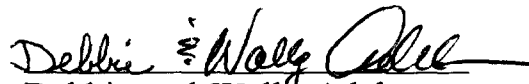
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We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about the programming such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the television screen made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Respectfully submitted by


Debbie and Wally Adelman
Colonie, New York

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MAR 18 1997

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CS 97-55

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MAILE SERVICES BUREAU

March 12, 1997

Office of the Secretary
Federal Communications Commission
1010 M Street N. W.
Washington, DC 20554

RE: "CS Docket 97-95--Comment on Industry Proposal for Rating
Video Programs"

Dear Sir/s:

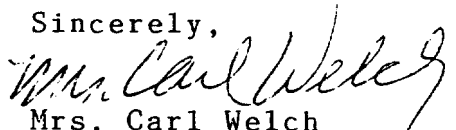
As a concerned citizen and as viewer of television, I am writing to protest the proposed "V-Chip" ratings system as proposed by the TV industry.

In my opinion, I do not think it right for the people who are producing this sleazy TV programming to have the authority to determine the ratings that will trigger the blocking mechanism of the V-Chip. That is like letting the fox into the henhouse to take care of feeding the chickens. Get the point?

I do believe that we parents know what is suitable for our children to be watching. Allow the parent to know what the contents of the program/s so that we can make an informed decision as to whether it is appropriate for our child/children.

I would appreciate a reply concerning my comments.

Sincerely,


Mrs. Carl Welch
1307 Colin Lane
Modesto, CA 95355-1708

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